

SIIA Education Division News

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Pioneering Education Technology Developers Announced as Participants for SIIA Innovation Incubator Program

Eleven innovators to be featured at Ed Tech Business Forum in New York

Washington, D.C. (November 10, 2011) – The Education Division of the Software & Information Industry Association (SIIA) announces participants for its Innovation Incubator Program at the 11th annual Ed Tech Business Forum, November 28-29 at the Princeton Club in New York. Eleven products and services will be featured during the event, and awards will be presented to the most innovative business and the most likely to succeed, based on the votes of participants at the Forum. SIIA is pleased once again to partner with lead Innovation Incubator Program sponsor Blackboard Partnerships to host these developers of new technologies at this hallmark conference.

The Innovation Incubator Program connects developers of promising new technologies with industry leaders, potential investors, and established organizations seeking partnerships, or prospects for acquisition. Program participants also receive veteran advice and mentoring from industry experts. The program is open to applicants from academic and non-profit institutions, pre-revenue and early-stage companies, as well as established companies with newly developed technologies.

Innovation Incubator Program participants were selected from the applicant pool based on key selection criteria, including:

- The extent to which their innovation represents a “sea change” in thinking
- Potential to positively impact education by way of enhanced student achievement, teacher effectiveness, cost reduction, and efficiency
- Alignment to the conference’s theme, “Doing Business in the New Normal”

Participants will first present during the Business Profiles Presentations on November 28, immediately followed by the Innovation Showcase & Networking Reception. After a first round of voting, supported by Turning Technologies, finalists will provide a second presentation during lunch on November 29.

Innovation Incubator Program participants (and the representatives expected to attend) are:

Alelo Virtual Language & Culture

Lewis Johnson, Ph.D., CEO & Chief Scientist, Alelo Inc.

Alelo courses utilize social simulation technology and proven pedagogy to take 21st century language learning to new levels. Course technology is scalable for learning across multiple digital platforms.

Connected Learning Gateway

Houssam Amer, Vice President, North America, ITWorx

(CLG) Connected Learning Gateway Education platform is a dynamic, integrated, multilingual learning platform that incorporates a portfolio of teaching, learning and administration tools into a social networking environment for K-12 schools.

Eli. One Writer, Many Reviewers, Better Writing

Jeff Grabill, Professor, Michigan State University and Co-Inventor, ELI

Andrew Henry, CEO, Drawbridge, LLC

Eli is a web service that automates the work of collecting papers and improves writing by helping teachers and students quickly conduct reviews, see and assess feedback, and learn from the revision process.

eSpark Learning

David Vinca, Founder & CEO, eSpark Inc.

eSpark is "Pandora for education" and creates custom playlists of education apps on iPads for elementary school students. Students login to the eSpark iPad app and dive into the best educational games, instructional videos and audiobooks selected just for them based on their individual learning needs.

FluidMath

Donald Carney, Ph.D., CEO, Fluidity Software, Inc.

FluidMath enables teachers and students to create, solve, graph and animate math and physics problems in their own handwriting on digital-ink enabled devices like Tablet PCs and Interactive Whiteboards.

Footsteps2Brilliance™ Early Learning Mobile Platform

Ilene Rosenthal, CEO and Founder, Footsteps2Brilliance

Footsteps2Brilliance™ is an early learning platform that accelerates student achievement by uniting the explosive adoption of mobile gaming technology with the latest in cognitive research.

GeoDome Immersive Learning Platform

David McConville, Co-Founder, The Elumenati

The GeoDome is a rapidly deployable, immersive visual learning platform. It provides a comfortable and experiential interface to virtual worlds, enabling participants to explore a broad range of subjects collectively and interactively across multiple scales of space and time.

School Mobile Application Builder and Manager Study By App, LLC

Troy Pressens, President, Study By App, LLC

Study By App, LLC provides a web-based mobile application builder that lets teachers and students build, self publish and collaborate on apps. Our template-based system enables schools to take control and engage digital natives with interactive and dynamic curriculum specific content that is teacher and student made.

ScreenChomp

Douglas O'Brien, Director, Strategic Business, Education, TechSmith Corporation

ScreenChomp turns your iPad into a digital whiteboard that allows teachers and students with the touch of a finger to help with homework, share a great idea or explain a tricky concept. Cost: Free on iTunes!

The First 4,000 Words Vocabulary Building Program

Victoria Frank, President, Seward Incorporated

The First 4,000 Words is a highly interactive, web-based program used to teach the 4,000 most frequently used English words to English Language Learners and struggling readers in grades 1 through 4.

Video Mentor

John Ittelson, Professor Emeritus, CSU Monterey Bay

Video Mentor combines ease of use, audio enhancement in the classroom and time-based video annotation into mobile technology, delivered on a secure platform. It is designed to meet high stakes

assessment needs and to support interactive learning using video capture annotation in teacher supervision and mentoring.

To accommodate those unable to register for the sold-out conference, SIIA is offering the Online Ed Tech Business Forum, thanks to the support of Sonic Foundry.

For more information about the Ed Tech Business Forum, go to www.edtechbusinessforum.net.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. **The SIIA Education Division** serves and represents more than 180 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. For more information, visit www.sii.net/education.

About Blackboard Partnerships

Blackboard Partnerships teams with content providers, media and technology companies, system integrators and more. Together, we help clients do more to engage and assess learners, increase safety and convenience and take the education experience mobile.

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